

Abstract of the Disclosure

Information received from television receivers is processed to determine channels viewed. Channels not viewed may be reallocated as data channels to support data services. If information received from a television receiver indicates that a channel assigned to data services is tuned for viewing, data services are cancelled or reassigned and broadcast of a program is restored in that channel. In another embodiment of the invention, channels not viewed are transmitted at a reduced data rate, and bandwidth made available by the reduction in data rate may be assigned for data services. If information received from a television receiver indicates that a channel configured for reduced data rate transmission is tuned for viewing, data services are cancelled, reduced, or reassigned and the program is broadcast at a higher data rate. A software program operable on a receiver transmits channel information when the receiver is enabled or when a channel is selected.